

**CALIFORNIA EXPOSITION & STATE FAIR
STATE FAIR, AGRICULTURE & MARKETING COMMITTEE**

Notice of Regular Meeting

To Be Held

Thursday, October 30, 2008 at 2:30 p.m.

In the Administration Building of the California Exposition & State Fair
1600 Exposition Blvd., Sacramento, CA 95815

COMMITTEE MEMBERS: Amparo Pérez-Cook, Chair Director Gil Albiani
Director Kathy Nakase

MISSION STATEMENT

The mission of the State Fair, Agriculture & Marketing Committee shall be to review staff recommendations and to make recommendations to the Board on policy matters concerning the programming and marketing of the annual State Fair.

PUBLIC COMMENTS

Any member wishing to address the Board on any matter listed for consideration on this agenda shall fill out a Speaker's Form and provide it to the Board's Recording Secretary. All speakers will be recognized by the Chair and be allowed a maximum of three minutes to address the Board.

AGENDA

All matters noticed on this agenda, in any category, may be considered for action as listed. Any item not so noticed may not be considered.

NEW BUSINESS

1. Review for Approval Advertising Services Request for Proposal (RFP) (NB 19-42)
2. Review for Approval Revisions to the Animal Welfare Practices Policy

MATTERS OF INFORMATION

1. Staff Reports (SF 1-14)

ADJOURNMENT

Date of Notice: October 20, 2008

Pursuant to the Americans with Disabilities Act, individuals who, because of a disability, need special assistance to attend or participate in any Cal Expo Board, Committee or any Advisory meetings, or in connection with other Cal Expo activities, may request assistance at the Cal Expo Administration Building office, 1600 Exposition Boulevard, or by calling (916) 263-3247, during normal business hours. Requests should be made one week in advance whenever possible.

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
916-263-3619

MEMORANDUM

Date: October 16, 2008

TO: Board of Directors
California Exposition and State Fair

VIA: Norbert J. Bartosik, General Manager/CEO
California Exposition & State Fair

From: Erica Manuel, Asst. General Manager, Marketing & Public Relations
California Exposition & State Fair

Subject: October Board Report

Below is an update from the Communications Department, including Public Relations, Marketing and Sponsorships. Additional information will be provided at the Board meeting.

Communications Strategy

In follow up to our retreats and ongoing planning discussions, we have developed the attached action plan to serve as a roadmap for the Communications Department in 2009. This is a working document and subject to revision. We welcome your feedback.

Public Relations & Media Center

The PR team has compiled a very top line coverage report that helps quantify the State Fair media coverage received in mainstream print and television. The attached grid establishes a comparative advertising value of earned media, based on prevailing market rates. For comparison purposes we have separated the positive press from the negative press. This is an informal report intended to provide you with a quantitative measure of the effectiveness of our PR outreach. With regard to radio, the PR team also negotiated promotional agreements with numerous radio partners in the Sacramento market and beyond. Those trade values are also attached for your review. The combined added value of TV, print and radio covered (earned media) far exceeds **\$1,600,000!**

Cultural Advisory Council

The last Cultural Advisory Council meeting of the year will be held on Thursday, October 23. This will be the last CAC meeting for the original group of volunteers whose five-year term has ended. **We will be accepting applications for new members to join the Council and will require an ad-hoc committee of the Board to conduct interviews before the end of the year.**

Additionally, staff is working to make revisions to the CAC by-laws. Those recommended changes will be presented at the December meeting.

Advertising

At the request of the Board, we have issued an RFP for advertising services, which is attached for your review. Directors Albiani and Hime have been appointed to oversee the review and selection process with staff. Key action dates include:

| <u>Action</u> | <u>Start Date</u> | <u>End Date</u> |
|--|------------------------------|------------------------------|
| Mandatory Bidders Conference | Wednesday, November 05, 2008 | Wednesday, November 05, 2008 |
| RFP Due | Monday, November 17, 2008 | Monday, November 17, 2008 |
| Committee Meets to Review Proposals | Tuesday, November 18, 2008 | Wednesday, November 19, 2008 |
| Finalists Notification | Monday, December 01, 2008 | Monday, December 01, 2008 |
| Finalists Oral Interview (Mandatory) | Friday, December 05, 2008 | Friday, December 05, 2008 |
| Finalists Second Oral Interview (Optional, At Committee's Discretion) | Tuesday, December 09, 2008 | Tuesday, December 09, 2008 |
| Board Hears Committee Recommendation | Friday, December 12, 2008 | Friday, December 12, 2008 |
| Contract Begins | Thursday, January 01, 2009 | Thursday, January 01, 2009 |

Additional updates on any items not listed above will be provided at the meeting.

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
916-263-3619

MEMORANDUM

Date: October 16, 2008

TO: Board of Directors
California Exposition & State Fair

VIA: Norb Bartosik, CEO & General Manager
California Exposition & State Fair

From: Erica Manuel, Asst. General Manager, Marketing & Public Relations
California Exposition & State Fair

Subject: **Communications Action Plan 2009**

Based on our retreat discussions and ongoing planning strategy, below are some strategic recommendations for the Communications Department in 2009.

- **Support the planning process with a marketing strategy that reinforces the Fair's brand value**
 - o Continue with the thematic approach to programming; a theme helps solidify what is new & different, while giving the staff a concrete platform from which to build. (Themes help the marketing team maintain consistency in the creative platform and external messaging.)
 - o Reinforce the "hierarchy of needs," while establishing a roadmap for systematically driving attendance
 - o Focus the advertising messages on what will drive attendance. (Find a balance between celebrating what is new & different and highlighting the traditional favorites.)
 - o Conduct a more thorough audit of the advertising expenses and give the new ad agency clear direction about our expectations and our quantitative barometers for success.
- **Capture revenue immediately and throughout the year, by utilizing the online ticketing system and other turnkey systems**
 - o Capitalize on the holiday sales season by issuing 2009 Poppy Paks at 2008 prices.
 - o Promote the Wine Magazine as a perfect holiday gift.
 - o Continue to support corporate sales efforts by generating new leads for 2009

- **Highlight and promote Cal Expo's presence and contributions to the community and the industry at large to garner additional support**
 - o Achieve through active news generation via press releases to the media and a mini consumer branding campaign.
 - o Leverage existing resources like our website, our e-newsletter database and our electronic billboard.
 - o Maximize corporate memberships, and strategically unveil fundraising program as a new era of Cal Expo's charitable giving.
 - o Take an active role in a few key industry and community events that are high visibility and provide a high ROI
- **Re-engage the ethnic communities and specialty markets in Northern California**
 - o Re-establish the link between Cal Expo and cultural communities in California. Use the cultural day model, without reinstating the specific cultural days.
 - o Primary targets should include: Hispanic, East Indian, Hmong, African American, Contemporary Christian, etc.
 - o Consider the CAC and Friends of the Fair to be the organizational leaders of a larger volunteer base focused on increasing cultural representation at the Fair.
 - o Consider expanding the Parade of Cities to also become a Parade of California Culture. Give the CAC the concrete task of highlighting a different culture every day of the Fair through the parade. Require that they engage the community to find appropriate participants.
- **Develop targeted promotions in the immediate outlying markets to drive attendance.**
 - o Identify distribution partners that can help us disseminate information (and/or free tickets) to Stockton, Merced, Modesto, East Bay Area, etc.
 - o Ensure that any giveaway program does not cannibalize local sales efforts or our discount sales program.
 - o Promotion must be cost effective and budgeted in advance.
- **Identify partnerships that help minimize competition and drive incremental revenue**
 - o Meet with radio stations, event planners and other promoters that currently host competing events to create a win-win partnership that drives Fairtime attendance for us and decreases out of pocket costs for them.
 - o Consider big-name concerts, music festivals, cultural events, etc.
- **Develop an outreach and fundraiser program that utilizes our online ticketing system with minimal logistics and minor out of pocket costs.**
 - o *Plan forthcoming*

- **Engage the public – often, and in a meaningful way – to give them greater ownership of the Fair and what is presented each year.**
 - Develop a short and long-term strategy for enhancing consumer loyalty for the State Fair.
 - Develop an action plan to introduce new patrons to the Fair to supplement our shrinking loyalist base and establish a foundation for future growth.
 - Consider an online survey of State Fair 2008, or a poll about what should be included in State Fair 2009. (If timing is a concern, ask them about specific programming elements that fit in with the theme. e.g. competitions, stage entertainment, featured exhibits, etc.)

- **Ad Agency Priorities**
 - Develop a multi-faceted campaign that:
 - Drives attendance
 - Addresses Hierarchy of Needs
 - Reinforces Branding
 - Supports PR Efforts
 - Balances Old/New
 - Demonstrates Value
 - Addresses Competition
 - Uses pictures/images rather than words
 - Is Unique, Engaging & Visually captivating; Breaks through the clutter
 - Speaks to Loyalists and to New/Inconsistent Patrons
 - Can be effectively communicated to various cultures
 - Is easy to understand

 - Develop a media strategy that
 - Maximizes budget
 - Maximizes impressions
 - Balances paid media with value-added elements
 - Uses traditional media and non-traditional (guerilla) tactics
 - Is forward thinking
 - Can be revised on short notice to address market fluctuations
 - Supports sponsor commitments & other 3rd party relationships
 - Supports Fair programming
 - Supports attendance and revenue goals

| California State Fair 2008 | | | | | 1page=\$7k |
|---|-----------------|--|-------------------------------------|-----------|------------|
| Earned (Unpaid) Media Coverage Grid - PRINT | | | | | 1/2= \$4k |
| <i>As of September 26, 2008</i> | | | | | 1/4= \$2.5 |
| <i>Including only McClatchy Newspapers and Higher Circulation</i> | | | | | 1/8= \$2k |
| | | | Circulation/ Audience Reached | Size | Rate |
| Date | Outlet Name | Coverage Title | | | |
| 4/17/08 | Stockton Record | Festivals for Everyone (Calendar) | 58,540 | 1/32 page | \$500 |
| 4/23/08 | Sacramento Bee | High School Musical Star at the State Fair | 293,189 | 1/8 page | \$2,000 |
| 4/27/08 | Sacramento Bee | Concert Series Ticket Sales Ad | 293,189 | 1/16 page | \$1,000 |
| 5/21/08 | Sacramento Bee | Competitive Cooks, Take Note | 293,189 | 1/32 page | \$500 |
| 6/11/08 | Sacramento Bee | Fantasy Gives Wineries a Sporting Chance | 293,189 | 1/4 page | \$2,500 |
| 6/18/08 | Sacramento Bee | Diary of a Tasting: Swirl, Sniff, Sip & Spit | 293,189 | 1/4 page | \$2,500 |
| 6/18/08 | Fresno Bee | Wine Fantasy League Already Has Winners | 162,628 | 1/8 page | \$2,000 |
| 6/19/08 | Fresno Bee | State Fair Seeks Oldest Ag Businesses | 162,628 | 1/32 page | \$500 |
| 6/30/08 | Stockton Record | Concert Calendar | 58,540 | 1/32 page | \$500 |
| 7/15/08 | Sacramento Bee | Concert Calendar | 293,189 | 1/4 page | \$2,500 |
| 7/16/08 | Sacramento Bee | Wines & Tasters Impress at Gala | 293,189 | 1/4 page | \$2,500 |
| 7/17/08 | Stockton Record | Two Lodi-area Wines are Tops | 58,540 | 1/4 page | \$2,500 |
| 7/18/08 | Stockton Record | Concert Calendar | 58,540 | 1/32 page | \$500 |
| 7/22/08 | Sacramento Bee | Simpson Gets a Fair Break, More Country | 293,189 | 1/2 page | \$4,000 |
| 7/29/08 | Sacramento Bee | The Buzz | 293,189 | 1/32 page | \$500 |
| 7/31/08 | Sacramento Bee | Master Brewer Wins Awards | 293,189 | 1/8 page | \$2,000 |
| 8/6/08 | Sacramento Bee | Liquid Assets | 293,189 | 1/88 page | \$2,000 |
| 8/10/08 | Stockton Record | Concert Calendar | 58,540 | 1/32 page | \$500 |
| 8/11/08 | Sacramento Bee | Literature on a Stick? | 293,189 | 1/2 page | \$4,000 |
| 8/13/08 | Sacramento Bee | Big Event at Cal Expo Faces Hot Weather and Co | 293,189 | 1/2 page | \$4,000 |
| 8/13/08 | Sacramento Bee | State Fair Cooks | 293,189 | 1/32 page | \$500 |
| 8/14/08 | Stockton Record | Balancing Act | 58,540 | 1/4 page | \$2,500.00 |
| 8/14/08 | Sacramento Bee | Hiroko Ninomiya Enlightens Fairgoers | 293,189 | 1/8 page | \$2,000 |
| 8/14/08 | Stockton Record | Event Preview | 58,540 | 1/4 page | \$2,000 |
| 8/15/08 | Sacramento Bee | State Fair Photos | 293,189 | 1/32 page | \$500 |
| 8/15/08 | Sacramento Bee | Model Farm & Fresh off the Farm | 293,189 | 1/16 page | \$1,000 |
| 8/15/08 | Sacramento Bee | Calendar | 293,189 | 1/32 page | \$500 |
| 8/15/08 | Sacramento Bee | Thoroughbreds Will Return to Cal Expo | 293,189 | 1/8 page | \$2,000 |
| 8/15/08 | Sacramento Bee | Concert Calendar | 293,189 | 1/16 page | \$1,000 |
| 8/15/08 | Sacramento Bee | Vision For 9/11 Memorial Fulfilled | 293,189 | 1/2 page | \$4,000 |
| 8/15/08 | Sacramento Bee | Calendar | 293,189 | 1/32 page | \$500 |
| 8/16/08 | Sacramento Bee | Region In Brief | 293,189 | 1/4 page | \$2,500 |
| 8/16/08 | Sacramento Bee | Show & Grow | 293,189 | Full Page | \$7,000 |
| 8/16/08 | Sacramento Bee | State Fair | 293,189 | 1/32 page | \$500 |
| 8/16/08 | Sacramento Bee | Fresh off the Farm | 293,189 | 1/32 page | \$500 |
| 8/16/08 | Sacramento Bee | It's Eye-Opening Fun As State Fair Begins | 293,189 | 1/4 page | \$2,500 |
| 8/17/08 | Sacramento Bee | Chicken Charlie Fries His Way to Fair Fame | 293,189 | 1/2 page | \$4,000 |
| 8/18/08 | Sacramento Bee | Muslim Volunteers Take All Questions | 293,189 | 1/2 page | \$4,000 |
| 8/18/08 | Sacramento Bee | Calendar | 293,189 | 1/16 page | \$1,000 |
| 8/18/08 | Oakland Tribune | Gasbags at the Fair | 152,739 | 1/32 page | \$500 |
| 8/18/08 | Stockton Record | State Fair Satire | 58,540 | 1/16 page | \$1,000 |
| 8/18/08 | Stockton Record | Coming Up Tuesday | 58,540 | 1/32 page | \$500 |
| 8/19/08 | Stockton Record | Time Out | 58,540 | 1/8 page | 2,000 |
| 8/19/08 | Sacramento Bee | RV Dealer Sets Up Display at State Fair | 293,189 | 1/32 page | \$500 |
| 8/19/08 | Sacramento Bee | Where Farm Experience Rubs Off | 293,189 | 1/4 page | \$2,500 |
| 8/19/08 | Sacramento Bee | Ready, Set, Show | 293,189 | 1/2 page | \$4,000 |
| 8/20/08 | Stockton Record | Horse Racing Handicap | 58,540 | 1/8 page | \$2,000 |

| | | | Circulation/ Audience Reached | Size | Rate |
|-------------------------------------|-------------------|---|-------------------------------------|-----------|-----------------|
| Date | Outlet Name | Coverage Title | | | |
| | | | | | in ad value |
| | | | | | |
| | | | Circulation/ Audience Reached | Size | Rate |
| Date | Outlet Name | Coverage Title | | | |
| | NEGATIVE ARTICLES | | | | |
| 4/7/08 | Sacramento Bee | State Fair Exhibits Its Ignorance | 293,189 | 1/4 page | \$2,500 |
| 4/7/08 | Fresno Bee | State Fair To Cut Exhibits By Students | 162,628 | 1/8 page | \$2,000 |
| 4/10/08 | Sacramento Bee | State Fair Backtracks on its Industrial Arts Snub | 293,189 | 1/4 page | \$2,500 |
| 4/15/08 | Sacramento Bee | It's All About the Money | 293,189 | 1/32 page | \$500 |
| 8/17/08 | Sacramento Bee | Fair Steps Up Security After Rowdy Opening | 293,189 | 1/8 page | \$2,000 |
| 8/19/08 | Sacramento Bee | Man Accused of Illegal Filming at State Fair | 293,189 | 1/32 page | \$500 |
| 8/28/08 | Sacramento Bee | Colusa County Ag Display Offends African Americ | 293,189 | 1/4 page | \$2,500 |
| 8/30/08 | Sacramento Bee | Fair's Big Fun, Unless You're Disabled | 293,189 | 1/32 page | \$500 |
| 8/30/08 | Sacramento Bee | Colusa Defends Boys Who Drew Caricatures | 293,189 | 1/8 page | \$2,000 |
| 9/1/08 | Fresno Bee | Young Caricature Artists Defended | 162,628 | 1/16 page | \$1,000 |
| 9/4/08 | Sacramento Bee | Not Offended by Fair Display | 293,189 | 1/32 page | \$500 |
| | | | | | |
| | | | | | |
| REGIONAL TOTALS | | | | | \$16,500 |
| | | | | | in ad value |
| | | | | | |
| | | | | | |
| | | | | | |
| PRINT COVERAGE TOTALS | | | | | |
| TOTAL # PLACEMENTS (to date) | | | 107 | | |

| California State Fair 2008 | | | | |
|---|------------------|----------|--------------------|-------------------------------|
| Earned (Unpaid) Media Coverage Grid - TELEVISION | | | | |
| As of September 26, 2008 | | | | |
| *regional ad value based on 30 second ad equivalent depending on station and time slot ranging from \$150 to \$2500 | | | | |
| Date | Outlet Name | Time | Duration (seconds) | Comparative Advertising Value |
| SACRAMENTO REGIONAL | | | | |
| 08/02/08 | KMAX(CW) | 8:00 AM | 240 | \$2,400 |
| 08/04/08 | KOVR (CBS) | 5:00 PM | 15 | \$1,275 |
| 08/09/08 | KUVS (UNIVISION) | 11:30 AM | 240 | \$6,804 |
| 08/11/08 | KUVS (UNIVISION) | 6:00 PM | 120 | \$5,700 |
| 08/12/08 | KCRA (NBC) | 5:00 PM | 120 | \$29,499 |
| 08/12/08 | KOVR (CBS) | 10:00 PM | 180 | \$35,640 |
| 08/12/08 | KTXL (FOX) | 7:00 AM | 30 | \$900 |
| 08/12/08 | KTXL (FOX) | 6:30 AM | 30 | \$900 |
| 08/12/08 | KTXL (FOX) | 6:30 AM | 240 | \$3,615 |
| 08/13/08 | KCRA (NBC) | 6:30 PM | 275 | \$63,939 |
| 08/13/08 | KMAX(CW) | 7:00 AM | 180 | \$2,100 |
| 08/13/08 | KMAX(CW) | 6:00 AM | 195 | \$7,875 |
| 08/13/08 | KOVR (CBS) | 10:00 PM | 45 | \$7,560 |
| 08/13/08 | KOVR (CBS) | 6:00 PM | 70 | \$7,701 |
| 08/13/08 | KOVR (CBS) | 6:00 PM | 35 | \$4,071 |
| 08/13/08 | KOVR (CBS) | 4:00 PM | 60 | \$2,610 |
| 08/13/08 | KQCA (MY58) | 7:00 AM | 205 | \$7,140 |
| 08/13/08 | KTXL (FOX) | 10:00 PM | 145 | \$20,439 |
| 08/13/08 | KXTV (ABC) | 6:00 AM | 80 | \$2,568 |
| 08/13/08 | KXTV (ABC) | 5:00 AM | 5 | \$150 |
| 08/14/08 | KQCA (MY58) | 10:00 PM | 200 | \$12,720 |
| 08/14/08 | KQCA (MY58) | 10:00 PM | 25 | \$2,001 |
| 08/14/08 | KQCA (MY58) | 8:00 AM | 240 | \$8,541 |
| 08/14/08 | KUVS (UNIVISION) | 11:00 PM | 180 | \$8,217 |
| 08/14/08 | KUVS (UNIVISION) | 6:00 PM | 10 | \$666 |
| 08/14/08 | KXTV (ABC) | 11:00 PM | 45 | \$2,586 |
| 08/14/08 | KXTV (ABC) | 6:00 PM | 15 | \$1,020 |
| 08/14/08 | KXTV (ABC) | 5:00 PM | 60 | \$5,670 |
| 08/14/08 | KXTV (ABC) | 9:00 AM | 20 | \$285 |
| 08/15/08 | KCRA (NBC) | 6:30 PM | 85 | \$20,010 |
| 08/15/08 | KCRA (NBC) | 6:00 PM | 85 | \$22,080 |
| 08/15/08 | KCRA (NBC) | 5:00 PM | 140 | \$35,250 |
| 08/15/08 | KCRA (NBC) | 6:00 AM | 30 | \$7,200 |
| 08/15/08 | KCRA (NBC) | 5:00 AM | 240 | \$15,861 |
| 08/15/08 | KCRA (NBC) | 11:00 PM | 195 | \$49,680 |
| 08/16/08 | KCRA (NBC) | 6:30 PM | 190 | \$32,850 |
| 08/16/08 | KCRA (NBC) | 7:00 AM | 240 | \$20,160 |
| 08/16/08 | KMAX(CW) | 8:00 AM | 240 | \$9,879 |
| 08/16/08 | KOVR (CBS) | 10:00 PM | 60 | \$29,400 |
| 08/16/08 | KXTV (ABC) | 6:00 PM | 15 | \$849 |
| 08/17/08 | KMAX(CW) | 7:00 AM | 45 | \$3,000 |
| 08/17/08 | KTXL (FOX) | 10:00 PM | 80 | \$11,340 |
| 08/18/08 | KMAX(CW) | 8:00 AM | 180 | \$2,100 |
| 08/18/08 | KMAX(CW) | 7:00 AM | 180 | \$2,100 |
| 08/18/08 | KOVR (CBS) | 10:00 PM | 120 | \$23,580 |
| 08/18/08 | KOVR (CBS) | 10:00 AM | 120 | \$21,240 |
| 08/18/08 | KOVR (CBS) | 6:00 PM | 15 | \$771 |
| 08/18/08 | KOVR (CBS) | 5:00 PM | 120 | \$10,710 |
| 08/18/08 | KTXL (FOX) | 6:30 AM | 30 | \$900 |
| 08/18/08 | KXTV (ABC) | 11:00 PM | 30 | \$1,704 |
| 08/18/08 | KXTV (ABC) | 5:00 PM | 120 | \$12,690 |
| 08/19/08 | KCRA (NBC) | 5:00 PM | 50 | \$12,501 |

| Date | Outlet Name | Time | Duration (seconds) | Comparative Advertising Value |
|----------|-------------|----------|--------------------|-------------------------------|
| 08/19/08 | KMAX(CW) | 8:00 AM | 60 | \$2,100 |
| 08/19/08 | KMAX(CW) | 8:00 AM | 30 | \$2,100 |
| 08/19/08 | KMAX(CW) | 7:00 AM | 180 | \$9,729 |
| 08/19/08 | KMAX(CW) | 7:00 AM | 30 | \$2,100 |
| 08/19/08 | KMAX(CW) | 6:00 AM | 30 | \$2,100 |
| 08/19/08 | KMAX(CW) | 5:00 AM | 30 | \$2,100 |
| 08/19/08 | KOVR (CBS) | 7:55 AM | 30 | \$5,706 |
| 08/19/08 | KQCA (MY58) | 7:00 AM | 180 | \$8,469 |
| 08/19/08 | KTXL (FOX) | 10:00 PM | 180 | \$26,460 |
| 08/19/08 | KTXL (FOX) | 10:00 PM | 120 | \$14,979 |
| 08/19/08 | KTXL (FOX) | 6:30 AM | 30 | \$900 |
| 08/19/08 | KXTV (ABC) | 5:00 PM | 30 | \$2,610 |
| 08/19/08 | KXTV (ABC) | 5:00 PM | 120 | \$19,980 |
| 08/19/08 | KXTV (ABC) | 9:00 AM | 30 | \$900 |
| 08/19/08 | KXTV (ABC) | 9:00 AM | 240 | \$3,450 |
| 08/20/08 | KCRA (NBC) | 11:00 PM | 120 | \$27,600 |
| 08/20/08 | KQCA (MY58) | 10:00 PM | 180 | \$11,919 |
| 08/20/08 | KQCA (MY58) | 12:00 PM | 210 | \$8,361 |
| 08/20/08 | KQCA (MY58) | 8:00 AM | 45 | \$1,575 |
| 08/20/08 | KTXL (FOX) | 10:00 PM | 120 | \$17,781 |
| 08/20/08 | KXTV (ABC) | 6:00 PM | 20 | \$1,200 |
| 08/20/08 | KXTV (ABC) | 6:00 PM | 25 | \$1,440 |
| 08/20/08 | KXTV (ABC) | 6:00 PM | 120 | \$6,840 |
| 08/21/08 | KQCA (MY58) | 7:00 AM | 25 | \$2,100 |
| 08/21/08 | KXTV (ABC) | 5:00 PM | 120 | \$9,630 |
| 08/21/08 | KXTV (ABC) | 9:00 AM | 25 | \$360 |
| 08/21/08 | KXTV (ABC) | 9:00 AM | 35 | \$510 |
| 08/21/08 | KXTV (ABC) | 5:00 AM | 105 | \$2,574 |
| 08/22/08 | KCRA (NBC) | 5:00 PM | 40 | \$9,750 |
| 08/22/08 | KCRA (NBC) | 11:00 PM | 120 | \$28,059 |
| 08/22/08 | KMAX(CW) | 9:00 AM | 30 | \$300 |
| 08/22/08 | KMAX(CW) | 8:00 AM | 240 | \$7,770 |
| 08/22/08 | KMAX(CW) | 7:00 AM | 10 | \$279 |
| 08/22/08 | KMAX(CW) | 6:00 AM | 50 | \$1,716 |
| 08/22/08 | KOVR (CBS) | 12:00 PM | 25 | \$1,041 |
| 08/22/08 | KQCA (MY58) | 10:00 PM | 150 | \$12,561 |
| 08/22/08 | KXTV (ABC) | 11:00 PM | 15 | \$879 |
| 08/22/08 | KXTV (ABC) | 9:00 AM | 40 | \$555 |
| 08/23/08 | KMAX(CW) | 9:00 AM | 200 | \$9 |
| 08/23/08 | KTXL (FOX) | 10:00 PM | 120 | \$18,060 |
| 08/24/08 | KCRA (NBC) | 7:00 AM | 45 | \$4,320 |
| 08/24/08 | KXTV (ABC) | 11:00 PM | 20 | \$1,155 |
| 08/25/08 | KOVR (CBS) | 10:00 PM | 35 | \$6,120 |
| 08/25/08 | KOVR (CBS) | 10:00 PM | 60 | \$7,479 |
| 08/25/08 | KXTV (ABC) | 5:00 PM | 25 | \$2,790 |
| 08/25/08 | KXTV (ABC) | 11:00 AM | 120 | \$2,799 |
| 08/25/08 | KXTV (ABC) | 11:00 AM | 45 | \$1,575 |
| 08/26/08 | KMAX(CW) | 9:00 AM | 120 | \$300 |
| 08/26/08 | KMAX(CW) | 9:00 AM | 120 | \$300 |
| 08/26/08 | KMAX(CW) | 8:00 AM | 185 | \$7,665 |
| 08/26/08 | KMAX(CW) | 8:00 AM | 240 | \$9,696 |
| 08/26/08 | KMAX(CW) | 7:00 AM | 20 | \$350 |
| 08/26/08 | KMAX(CW) | 7:00 AM | 20 | \$350 |
| 08/26/08 | KMAX(CW) | 6:00 AM | 40 | \$1,329 |
| 08/26/08 | KXTV (ABC) | 11:00 AM | 15 | \$525 |
| 08/26/08 | KXTV (ABC) | 11:00 AM | 10 | \$384 |
| 08/28/08 | KTXL (FOX) | 7:00 AM | 25 | \$360 |
| 08/28/08 | KXTV (ABC) | 6:00 PM | 120 | \$6,720 |
| 08/28/08 | KXTV (ABC) | 5:00 PM | 65 | \$6,120 |
| 08/28/08 | KXTV (ABC) | 11:00 AM | 20 | \$456 |

SF 10

Earned (Unpaid) Television Coverage

Page 2 of 3

| Date | Outlet Name | Time | Duration (seconds) | Comparative Advertising Value |
|---|------------------|-------------|-----------------------|----------------------------------|
| 08/28/08 | KXTV (ABC) | 9:00 AM | 105 | \$1,620 |
| 08/29/08 | KOVR (CBS) | 6:00 PM | 55 | \$6,159 |
| 08/29/08 | KTXL (FOX) | 6:30 AM | 20 | \$285 |
| 08/29/08 | KXTV (ABC) | 5:00 PM | 100 | \$8,730 |
| 08/30/08 | KMAX(CW) | 9:00 AM | 30 | \$400 |
| 08/30/08 | KMAX(CW) | 8:00 AM | 30 | \$1,239 |
| 08/30/08 | KMAX(CW) | 8:00 AM | 30 | \$1,239 |
| 09/01/08 | KMAX(CW) | 7:00 AM | 140 | \$5,076 |
| 09/01/08 | KQCA (MY58) | 10:00 PM | 30 | \$2,481 |
| 09/02/08 | KXTV (ABC) | 6:00 AM | 60 | \$2,112 |
| | | | | |
| | | | | |
| REGIONAL TOTALS | | | 11375 | \$967,133 |
| | | | seconds | in ad value |
| NEGATIVE TELEVISION COVERAGE | | | | |
| 08/16/08 | KCRA (NBC) | 8:00 AM | 240 | \$23,181 |
| 08/16/08 | KCRA (NBC) | 8:00 AM | 240 | \$23,655 |
| 08/16/08 | KCRA (NBC) | 7:00 AM | 240 | \$19,359 |
| 08/16/08 | KMAX(CW) | 8:00 AM | 240 | \$9,840 |
| 08/16/08 | KMAX(CW) | 7:00 AM | 30 | \$2,400 |
| 08/16/08 | KOVR (CBS) | 10:00 PM | 110 | \$79,101 |
| 08/16/08 | KOVR (CBS) | 5:00 PM | 120 | \$4,761 |
| 08/16/08 | KQCA (MY58) | 10:00 PM | 50 | \$1,500 |
| 08/16/08 | KQCA (MY58) | 10:00 PM | 120 | \$4,200 |
| 08/16/08 | KTXL (FOX) | 10:00 PM | 180 | \$27,159 |
| 08/16/08 | KTXL (FOX) | 10:00 PM | 60 | \$8,541 |
| 08/16/08 | KXTV (ABC) | 6:00 PM | 130 | \$6,849 |
| 08/17/08 | KMAX(CW) | 9:00 AM | 30 | \$2,400 |
| 08/17/08 | KMAX(CW) | 8:00 AM | 180 | \$8,841 |
| 08/17/08 | KMAX(CW) | 7:00 AM | 60 | \$3,000 |
| 08/17/08 | KUVS (UNIVISION) | 11:00 PM | 120 | \$1,980 |
| 08/17/08 | KUVS (UNIVISION) | 6:00 PM | 120 | \$7,599 |
| 08/17/08 | KUVS (UNIVISION) | 6:00 PM | 120 | \$6,821 |
| 08/19/08 | KXTV (ABC) | 5:00 AM | 30 | \$1,500 |
| 08/20/08 | KXTV (ABC) | 5:00 AM | 240 | \$6,075 |
| 08/24/08 | KCRA (NBC) | 11:00 PM | 45 | \$5,040 |
| 08/24/08 | KCRA (NBC) | 11:00 PM | 25 | \$2,640 |
| 08/24/08 | KXTV (ABC) | 11:00 PM | 30 | \$1,539 |
| 08/25/08 | KCRA (NBC) | 12:00 PM | 20 | \$1,080 |
| 08/25/08 | KCRA (NBC) | 7:55 AM | 30 | \$2,901 |
| 08/25/08 | KCRA (NBC) | 5:00 AM | 35 | \$2,469 |
| 08/25/08 | KXTV (ABC) | 7:25 AM | 40 | \$1,332 |
| 08/25/08 | KXTV (ABC) | 5:00 AM | 45 | \$1,074 |
| | | | | |
| REGIONAL TOTALS | | | 2,930 | \$266,837 |
| | | | seconds | in ad value |
| COMPLETE BROADCAST COVERAGE TOTALS | | | | |
| # STATION HITS | | 137+ | | |
| | | | | |

2008 RADIO
California State Fair Added Value

| Call Letters | Station | Frequency | Format | Added Value (according to the station) |
|------------------|---------------------------------|----------------------|------------------------|--|
| KALF | Radio Chico | 95.7 | Country | \$3,500.00 |
| KMJE | Sunny | 101.5 | Adult Contemporary | \$5,175.00 |
| KKCY | Country | 103.1 | Country | \$ 7,000.00 |
| KUIC | Hometown Station | 95.3 | Adult Contemporary | \$ 7,250.00 |
| KCCL | Khits | 92.1 | 60S&70S | 20,600.00 |
| KDND | The End | 107.9 | Top - 40 | \$ 31,500.00 |
| KFBK | Newstalk | 1539 | Newstalk | \$ 23,400.00 |
| KFM | Radio Chico | 93.9 | Classic Rock | 4,700.00 |
| KGBY | Y92 | 92.5 | Adult Contemporary | \$ 2,500.00 |
| KHTK | Sports 1140 | AM 1140 | Sports | \$ 19,250.00 |
| KHYL | V101 | 101.1 | Urban Oldies | \$ 58,600.00 |
| KIID | Radio Disney | AM 1470 | Children's | \$ 15,000.00 |
| KKFS | The Fish | 105.5 | Christian Contemporary | \$ 2,500.00 |
| KFIA | AM 710 | 710 | Christian TALK | \$ 1,400.00 |
| KNCI | New Country | 105.1 | Country | \$ 47,000.00 |
| KNTY | The Wolf | 101.9 | Country | \$ 51,000.00 |
| KPIG | Radio Chico | 96.7 | Americana | 1,800.00 |
| KQJK | Jack | 93.7 | All Hits | \$ 3,100.00 |
| KQPT | Radio Chico | 107 | Modern AC | 4,700.00 |
| KRXQ | 98 Rock | 98.5 | Rock | \$ 16,000.00 |
| KSEG | The Eagle | 96.9 | Classic Rock | \$ 98,000.00 |
| KSFM | KSFM | 102.5 | Urban | \$ 53,000.00 |
| KSSJ | Smooth Jazz | 94.7 | Smooth Jazz | \$ 10,000.00 |
| KSTE | Newstalk | | Talk | \$ 12,750.00 |
| KWOD | KWOD | 106.5 | Alternative | \$ 4,000.00 |
| KYMX | Mix 96 | 96.1 | Adult Contemporary | \$ 12,360.00 |
| KAT | 103 Country | 103 | Country | \$ 23,000.00 |
| KZZO | The Zone | 100.5 | Hot AC | \$ 44,000.00 |
| KRCX & KXSE | TriColor & Super Estrella | 99.9 & 104.3 | Spanish Adult Hits | \$ 57,500.00 |
| KTТА | Ke Buena | 97.9 | Mexican Regional | \$ 24,500.00 |
| KLMG | Magia | 94.3 | Latino Contemp. | \$ 24,500.00 |
| KBBU / KLMG KSTV | Modesto Ke Buena / Magia and TV | 93.9 / 94.3 / Ch. 32 | Latino Contemp. | \$ 24,000.00 |
| KRJY | REJOICE | 1240 | GOSPEL TALK | \$ 31,000.00 |
| | | | TOTAL | \$744,585.00 |

State of California

California Exposition & State Fair
1600 Exposition Boulevard
Sacramento, CA 95815
Tel: (916) 263-3010
Fax: (916) 263-7903

MEMORANDUM

Date: October 16, 2008

To: Board of Directors
California Exposition & State Fair

Via: Norbert J. Bartosik, General Manager/CEO
California Exposition & State Fair

From: Patti Garamendi, Assistant General Manager, Programs
California Exposition & State Fair

Subject: October Board Report

Here are project updates and recaps for the October Board Meeting:

PLANNING AND CONCEPTS FOR 2009

- **Feature Exhibit:** Working with Stage Nine regarding another feature exhibit in Expo Center.
- **Green Dream Expo:** Staff is working on an expanded version of the California Green Dream Expo.
- **Counties Exhibits:** Counties Exhibit Steering Committee meeting is scheduled on November 4th and general Counties meeting is scheduled for November 19th. Staff is working on a marketing campaign reaching out to counties who have not participated last year.
- **Achievement Award Program:** Submitted a number of entries into the IAFE Agricultural Achievement Awards program. Working on a number of entries for the Western Fairs Association Achievement Awards program.
- **Competitive Exhibits:** Staff is evaluating all competitive exhibits programs, planning a budget reducing strategy by taking a hard look at the relevance of divisions offered, number of entries and participation, judging process and scoring, display, awards and premium money.
- **Industrial & Technical Education Advisory Task Force:** Staff has had several productive meeting with a group of high school and college instructors to refine and expand the program. The CITEA (California Industrial and Technology Education Association and Foundation) has been active in assisting us with outreach to new schools, demonstrators, potential sponsors and award donors.

- **Youth Art & Design Advisory Task Force:** Staff has assembled a group of elementary and high school teachers as well as county fair staff in developing an advisory task force to help us rework and update the program. Many new ideas have come out of the meetings including upgrading ribbon awards in place of monetary awards, it was felt that ribbons were extremely valued and treasured; many are displayed in class rooms across the state.
- **Meetings:** Staff met with representatives from the North State Building Industry Association, Green plumbers and LEED (linking Education and Economic Development) regarding sponsorship, award donor and demonstration possibilities in the Industrial & Technology Education, Youth Art & Design and Green Dream programs. We will be working on a package which would bring trades and industry, technology, green technology and employment to the fair,
- **Commercial Wine Program:** Staff has met with our Commercial Wine Task Force to review continuing and future programs for this department. We will continue with our evaluation of judges through an ongoing monitoring system. The fair will also be adding a special category for wineries which produce 5,000 cases or less in a year as well as those producing 2500 cases or less in a year. This gives some 700 additional wineries and opportunity to participate. We will also be adding a section for wines that are 10 years old or greater to determine the shelf viability of wines. This year's recommended recipients for Lifetime Achievement Awards are Peter Mondovi, Zelma Long, and Vince Petrucci. Suggested name for the Ag Progress award is Dr Maynard Amerine (posthumously). The new award for Vineyard of the Year is being suggested, Monte Bello (Ridge) of the Santa Cruz Mountains. These names will come before the Board for final approval at the December Board meeting.
- **Agriculture Programs:** Staff is working diligently to secure strong programs and determine the viability of all with budget considerations in mind.
- **Department of Water Resources:** DWR has confirmed their return for 2009 with full funding.